

PENGARUH DISTRIBUTION CHANNEL DAN CELEBRITY ENDORSER TERHADAP KEPUTUSAN PEMBELIAN MINUMAN KESEHATAN YOU C1000 DI JAKARTA

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ABSTRAK

Penelitian ini membahas pengaruh saluran distribusi dan *celebrity endorser* terhadap keputusan pembelian produk minuman kesehatan You C1000 di Jakarta. Selain itu bertujuan untuk mengetahui apakah ada pengaruh antara saluran distribusi dan *celebrity endorser* terhadap keputusan pembelian minuman kesehatan You C1000 di Jakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan menjelaskan dua variabel independen dan satu variabel dependen. Data diperoleh melalui penyebaran kuesioner kepada 100 masyarakat Jakarta dengan menggunakan teknik *convenience sampling method*. Hasil penelitian ini menunjukkan bahwa saluran distribusi memiliki pengaruh terhadap keputusan pembelian dan *celebrity endorser* memiliki pengaruh terhadap keputusan pembelian. Baik secara parsial maupun secara silmutan.

Kata kunci: *saluran distribusi, celebrity endorser, keputusan pembelian, You C1000.*

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THE EFFECTS OF DISTRIBUTION CHANNEL AND CELEBRITY ENDORSER ON HEALTHY DRINK YOU C1000 IN JAKARTA.

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ABSTRACT

This research discusses the effect of distribution channel and celebrity endorser towards purchase decision of healthy drink product You C1000 in Jakarta. In additions aims to determine whether there is influence between the distribution channel and celebrity endorser to purchase decision on healthy drink products You C1000 in Jakarta. This research uses a quantitative approach by explaining two independent variables and one dependent variable. Data obtained by distributing questionnaires to 100 respondents in Jakarta area using the technique convenience sampling method. The results which were analyzed by using multiple linear regression showed that distribution channel has positive and significant effect on purchase decision and celebrity endorser has positive and significant effect on purchase decision too, partially and silmutaneously.

Key words: distribution channel, celebrity endorser, purchase decision, You C1000

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